

1.913
E45032

SUGGESTIONS FOR EXHIBITS USED AT ACHIEVEMENT DAYS AND FAIRS
Annual Narrative Report - State Home Dem. Leader - Iowa, 1938

I. Points to Consider in Planning an Exhibit

1. The purpose of the feature.
 - a. To interest new people.
 - b. To crystallize thinking of people putting up exhibit.
 - c. To teach subject matter or a definite process (such as chair caning, etc.)
 - d. To promote a program or a project (such as consumer buying, etc.)
 - e. To develop thought, provoke discussion, create or satisfy a desire for knowledge.
 - f. To build prestige for an idea, and to raise standards.
2. People to be reached:
 - a. People familiar with the program.
 - b. People who have had no contact with program.
 - c. A passing crowd, as at fairs.
3. Subject matter must be timely, so that public is conscious of a need.
4. Feature must express one big idea and tell a story important to a large number of people.
5. Feature should prove to both men and women the value of the work.
6. Exhibit need not be entirely complete, if it is thought provoking.

II. Important points to be Considered in Putting up an Exhibit

1. Plan carefully to bring out important points in lessons exhibited by:
 - a. Careful choice of subject matter:
 - (1) Limit feature to one important idea; make it clear and definite.
 - (2) Be sure exhibit has educational value, showing a worthwhile practice. (Study project aims as written in project.)
 - b. Place and arrangement:
 - (1) Have only one center of interest.
 - (2) Place exhibit on or below the level of the eye, where light is good.
 - (3) Simple arrangement is necessary in order to tell the story easily and quickly.
 - (4) Balance must be maintained.
 - c. Explanation of exhibit:
 - (1) Use placards and posters where needed to explain exhibit.
 - (2) Label any or all parts of exhibit which are not self-explanatory or which need emphasis in putting main idea across.
 - (3) Neat printing large enough to be easily read is best for labelling, and all printing should be of the same type. Fancy printing or fancy placards detract from the exhibit itself.
 - (4) Use short "catchy" statements on placards or posters.
 - (5) Size of charts and printing on them should not be of a size to attract attention away from the main center of interest.
2. To visualize the finished exhibit, it is often helpful to make a diagram,
drawn

drawn to scale, of the available space and then block into that space the articles and placards to be used in the exhibit.

3. If food is to be exhibited over a period of days, it should be changed frequently.

Foods exhibits should be covered with cellophane. However, then their placing should be studied to assure that the reflection of light does not prevent their being seen well.

III. What to Avoid in Putting up an Effective Exhibit

1. Over-crowding of table or booth.
2. Confusion of too many ideas.
3. Too many details.
4. Over-decoration.
5. Concealing any part of wall exhibits by table exhibits. Wall and table exhibit should form one unit.
6. Detracting of one part of the exhibit from another. Each part should strengthen the main idea.
7. Posters and placards appearing as disconnected spots on the walls of the booth. They should be a part of the feature.
8. Showing of articles in the Achievement Day exhibits which were not a part of the project.

IV. To Test the Exhibit. Consider the Following:

1. Does it feature one central idea, demonstration or practice, and does it teach a lesson? Does it have one, and not two, centers of interest?
2. Would it attract the attention, arouse and hold the interest of observers?
3. Does it appeal to human interests sufficiently to create a desire to adopt the practice?
4. Is it convincing enough to cause observers to want to adopt the practice taught?
5. Is it neat, orderly and attractive?
6. Does it show the Home Project work?
7. Does it prove the value of the work?

V. Value of the Score Card. Every woman helping with the exhibit should have a copy of the score card.

1. Study of the score card before the exhibit is made assures the including of all important points in the exhibit.
2. Study of the score card after the exhibit has been judged helps one to evaluate the strong and weak points in the exhibit which has been made, and helps one to improve future exhibits.

(October, 1937)

C O P Y

(Taken from Iowa Home Demonstration Leader's Annual Report for 1938.)